CANADEXPORT

Volume 23 > Number 20

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Chicago: My kind of town

Chicago is the commercial heartland of the U.S., with its strategic Midwestern location and vital transportation infrastructure. It is the third-largest city in the United States (behind Los Angeles and New York City), with a population of 9.1 million people. Busy place . . . with only 24 hours in each day, it is incredible that Chicago's two airports handle 3,200 flights daily—that's 88 million passengers a year! The city has it all: theatre, world-class architecture, professional sports, festivals, historic sites, premiere art collections, natural and man-made attractions, and much more.

The unmistakable Sears Tower is located at the heart of Chicago's financial district.

Vibrant culture, art and music bring the Windy City and its sky-scraping buildings to life through jazz, theatre, blues and ethnic festivals. But the backbone of Chicago remains its hard-charging, can-do business attitude. The global outlook of Chicago commerce is tempered with a Midwestern modesty, work ethic and courtesy. At the same time, Chicago business is hard-edged and demands quality and reliability. A perfect fit for many Canadian products and services.

This marketplace has provided—and continues to provide—endless opportunities for Canadian exporters. Chicago alone has an economy worth $350 billion annually—bigger than that of Switzerland or Taiwan. It is powered by more than 4.15 million jobs and 205,000 businesses. The Tri-State area (Illinois, Wisconsin and Missouri) has a

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3M seeks Canadian technologies

The Canadian Consulate General in Minneapolis is collaborating with the 3M Corporation of St. Paul, Minnesota, on a project to identify leading-edge technologies in Canada that could prove to be important to the future of 3M. The corporation has provided the Consulate with a list of 3M technology platform interests, along with a detailed description of the specific areas of concentration.

The Consulate has been asked to share this list of technology interests with Canadian organizations that represent university researchers and technology transfer offices, technology industry companies and government laboratories in Canada, in an effort to identify technologies where Canada has a truly world-class advantage. Ideally, this could serve as

see page 2 3M

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Canada

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Digital entertainment study explores Hollywood's direction

Los Angeles, California > When exploring relationship building in the business world, it is always helpful to have the right tools. This is true in the digital entertainment industry as it is in other sectors. The popular cliché "as the world becomes flat" speaks directly to the requirement for companies to construct collaborative strategies outside the traditional modes of doing business. This type of thinking is crucial in maintaining a firm's international competitiveness. In many respects, a company's survival depends on building strategic partnerships with its global partners.

To this end, the Canadian Consulate General in Los Angeles has announced the release of a market study entitled *Hollywood Vinaigrette: Finding Partnerships in Digital Entertainment* (ISBN-0-662-68954-2). This book examines the strategic direction of several of Hollywood's best know brand names involved in video and cell phone game development. Canadian businesses in this sector could benefit from learning more about the business challenges facing many of these studios, as well as the technology trends associated with the digital media industry.

For more information and to order a copy (free of charge and free shipping for Canadian residents), contact the Canadian Consulate General in Los Angeles, e-mail: caaz.info@international.gc.ca or go to www.hollywoodv.com.

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the basis for Canadian entities licensing proprietary and patented technologies to 3M, or forming other collaborations with this Fortune 500 company.

Interested respondents can highlight the 3M technology platform areas where their technologies and capabilities correspond, and provide the Consulate or the Canadian Advanced Technology Alliance (CATAlliance) with relevant published papers, presentation materials and/or patents. Once compiled, 3M will review the submissions to determine which areas are of interest for future follow-up. This could take several forms including teleconferences, videoconferences and site visits, to determine the appropriate vehicle for collaboration.

Canadian researchers and industry are also encouraged to propose additional technologies and capabilities not on 3M's lists that meet the world-class criteria and which they would like to bring to the attention of 3M for similar assessment and analysis.

For more information, contact Murray Hardie, Trade Commissioner, Canadian Consulate General in Minneapolis, tel.: (612) 333-4641, e-mail: murray.hardie@international.gc.ca, or Cathi Malette, CATAlliance, e-mail: cmalette@cata.ca.

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Economic profile: Chicago

The Tri-State region, bringing together Illinois, Wisconsin and Missouri, remains a strategic market for Canada, with a regional gross domestic product exceeding US$850 billion. At 23.4 million, the population constitutes a strong retail base. The territory boasts a diversified and sophisticated marketplace and has one of the highest per capita incomes in the United States. Total Canadian exports of goods reached $35 billion in 2004, an increase of 6.58% compared with 2003, which was a record year in nominal dollars. Major Canadian exports to the area include energy products (oil & gas), automotive products and parts, wood and wood products, machinery and plastics. Canada is this region's most important foreign market absorbing, on average, 33% of the exports of each state.

Strategic location

Chicago is the third-largest metropolitan area in the U.S.—it is strategically located within a day's drive from 50% of the U.S. industrial capacity, and a two-day drive from 75% of American consumers. Chicago is a transportation nexus, serving five of six Class 1 railways, and is a key hub for Canadian National. The O'Hare and Midway airports give the region as busy an air transportation network as one will find anywhere in the world.

Chicago is also a major North American centre for business shows and meetings, with McCormick Place, the Rosemont Convention Center and the Merchandise Mart being key venues that enjoy a steady trade in commercial events. The city is an important financial centre: home to the Chicago Mercantile Exchange, the Chicago Board of Trade, the Chicago Stock Exchange, major venture capital companies and international banks. Each of Canada's top banks maintains a presence in the city, with BMO Financial Services enjoying the most prominence through its Harris Bank subsidiary.

An industrial giant

The Tri-State area is an important manufacturing region; Illinois alone has some 18,000 manufacturers, with 50% in the greater Chicago area. Besides being home to 56 Fortune 500 firms, the region is also the agricultural and food processing capital of North America, represented by such agri-business giants as Archer-Daniels-Midland, Quaker Oats (now PepsiCo), Sara Lee, Dean Foods (now Suiza), Kraft and McDonald's. Total food and drink sales in the territory exceeded US$25 billion in 2003.

Life sciences and medical research are strong in each of the three states, with some major corporations such as Abbott and Baxter, and very strong research networks through the region's 60 universities. The Midwest region has a strong telecommunications and electronics industry and the information technology sector is recovering steadily. The application of IT solutions to issues in traditional businesses may well boost Canadian interest in this region.

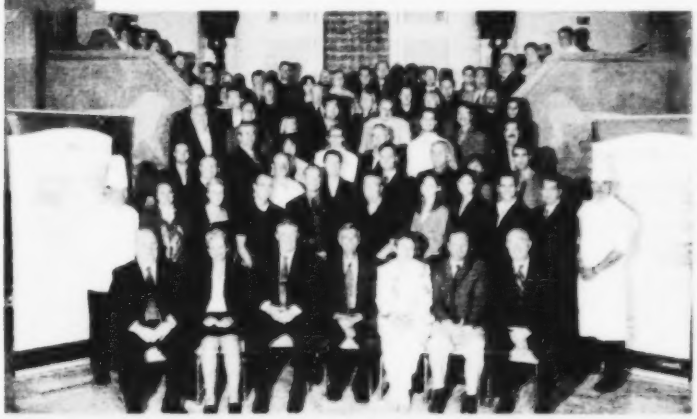
S&T opportunities

Science & technology holds considerable potential for interested exporters. The Illinois Medical District is the largest cluster of medical research and life science-related new business ventures in the U.S. The Illinois Coalition, a non-profit advocacy group for science-based economic development, is targeting nanotechnology and the hydrogen economy, which are areas of emerging Canadian strength. The Gas Technology Institute (GTI) is prominent in hydrogen fuel cell research and energy systems and equipment research. There is also great potential in agricultural biotech, with such centres as the Danforth Plant Science Center in St. Louis, and the presence of such prominent companies as ADM, Monsanto and Corn Products International.

For more information, contact the Canadian Trade Commissioner Service in Chicago, tel.: (312) 616-1860, e-mail: chcgo-td@international.gc.ca, Web site: www.chicago.gc.ca.

Team Canada Atlantic hits the Windy City: Part two

Chicago, Illinois > Team Canada Atlantic (TCA), a partnership of federal departments and the four Atlantic Provinces, has once again organized a successful trade mission to the greater Chicago marketplace this past October. This mission built on the success and momentum established during the first mission that was held in April 2005.



The Canadian delegation poses for an official group photo during the Team Canada Atlantic follow-up trade mission to Chicago.

The October mission was led by Senator James Cowan, Business Minister Peter Mesheau (New Brunswick), Development and Technology Minister Michael Currie (Prince Edward Island), Assistant Deputy Minister (trade and investment) William MacKenzie (Newfoundland and Labrador) and Mr. Stephen Lund, President and CEO, NS Business Inc. (Nova Scotia). The delegation included 30 companies and a number of officials. A total of 189 business-to-business meetings were held. The Canadian Consulate General in Chicago was involved in all aspects of the planning, scheduling, execution and follow-up for the mission.

Program events included in-market briefings, discussions with senior U.S. executives, and a round table session on the commercialization of innovation and science & technology. Preliminary reports indicate that during the mission, companies made sales, developed strong leads and became more familiar with the market potential in the greater Chicago area. The Consulate General will continue to work with TCA to ensure that all opportunities are capitalized on, and that in-market advice, assistance and representation are provided.

Team Canada Atlantic staged its first trade mission in 1999 and has organized a total of 10 missions, resulting in $36 million in sales. The TCA model includes two trade missions to the same market, spaced six months apart, and follow-up visits by individual provincial delegations. The next TCA target market will be Florida, in May 2006.

For more information, contact Maurice Egan, Deputy Consul General and Senior Trade Commissioner, Canadian Consulate General in Chicago, e-mail: maurice.egan@international.gc.ca, Web site: www.chicago.gc.ca. Team Canada Atlantic Web site: www.teamcanadaatlantic.ca.

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total population of 23.4 million people and a combined gross domestic product of $850 billion, balanced by a huge agriculture sector (over 255,000 farms). Chicago is the western hemisphere's leading intermodal container handler, with twice the volume of Los Angeles and five times that of New York. Who knew?

In 2004, Canada's exports to the greater Chicago market reached $35 billion. This significant trading volume is buoyed by a number of large and highly-active Canadian companies in the Chicago marketplace. The success of small and medium-sized companies, however, must not be dismissed. Simply put, if the good or service is of superior quality, is competitively priced and is backed by reliability, there is a sale for it in Chicago. Chicago business may not be flamboyant but to be sure, the business acumen in this diverse city is sophisticated and demanding—and the people are friendly and down to earth.

For more information on doing business in Chicago, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: chcgo-td@international.gc.ca, Web site: www.chicago.gc.ca.

THE CANADIAN TRADE COMMISSIONER SERVICE

Spotlight on the trade commissioners

"Coming together is a beginning; keeping together is progress; working together is success."
—Henry Ford

As key actors within International Trade Canada, trade commissioners are practical business people with real world experience. They strive to forge international alliances and networks that are essential to the economic prosperity of Canada. How do they assist Canadian companies on a daily basis?

A global intelligence network

There are over 900 trade commissioners at work around the world. For more than a century, trade commissioners abroad have played a vital part of Canada's image as they promote Canada as a modern, dynamic nation. Within Canada, coast to coast, trade commissioners constitute a key centre of knowledge and expertise, contributing to the government's overall international objectives.

A world of activities

The work of trade commissioners is as diversified and varied as the constantly evolving economic background in which they operate. Whether a small firm is evaluating the potential of a specific market, a large corporation is seeking foreign partners for a joint venture, an investor is looking for local contacts, or a multilateral trade agreement is being negotiated, trade commissioners are involved. Their creativity, innovation and commitment to excellence are put to the test daily in a dynamic and demanding environment that thrives on adaptability.

The diary of a trade commissioner

Here are some extracts from a typical day in the life of a trade commissioner, as reported by a senior trade commissioner.

- 8:00 a.m.: Attend the opening ceremony of an exhibition. This is the perfect venue to network with local political officials and business people.
- 9:30 a.m.: Back in the office to research information on a local company, following a request from a Canadian exporter.
- 10:30 a.m.: Discuss a recent visit to an international trade fair, and the business opportunities that will result for Canadian companies. Talk about a trade mission of local companies going to Ontario and Quebec, which is being coordinated with a number of Canadian provincial officials.
- 1:00 p.m.: With trade colleagues from other countries, prepare for a joint outreach visit to a province of the local country.
- 2:30 p.m.: Follow up on trade enquiries. Among them, a question about exporting computer systems that was received through the Virtual Trade Commissioner, and an enquiry from a local firm about the Canadian garment export quota.
- 4:00 p.m.: Brainstorm with a local business promotion association regarding the hiring of a Canadian intern.
- 4:45 p.m.: Meet with a Canadian company on a business trip. Follow up on their export plan and plan meetings with local buyers.
- 5:30 p.m.: Last tour of the office, before heading for a reception given in the honour of a Canadian trade mission taking place in the country, which will be the final highlight of a busy day!

At your service, anytime, anywhere

In an increasingly interconnected world, trade commissioners are the human face guiding Canadians through a complex and rapidly changing global marketplace. They constitute a bridge between the culture and expertise of Canadian businesses and their counterparts abroad. At any time, somewhere in the world, a trade commissioner is working towards what matters most to him or her: maintaining and promoting Canadian economic prosperity.

To meet the trade commissioners through your personalized Virtual Trade Commissioner, visit

JOIN THE CANADIAN PAVILION AT FOOD AND HOTEL ASIA 2006—YOUR GATEWAY TO DOING BUSINESS IN ASIA

April 25-28, 2006, at the SINGAPORE EXPO

- Food and Hotel Asia (FHA) is the largest international food and hospitality trade event in Asia.
- Held every two years, FHA broke all previous records in 2004, attracting over 37,000 international trade visitors from 98 countries, the majority coming from Southeast Asia, China and India.
- There are 550 million consumers in Southeast Asia—a growing number of them are affluent. The region's economies are expected to grow at rates of over 5%—higher than most world markets.

ADVANTAGES TO EXHIBITORS:

- escorted market tours in the region, available exclusively to exhibitors;
- pre-arranged one-on-one matched meetings with potential distributors; and
- a newly-designed Canadian pavilion, with first-class support and on-site services.

Visit us on-line for more information: **http://ats-sea.agr.ca/events/4020_e.htm**

For additional information on exhibiting in the Canadian pavilion at FHA 2006, or on Southeast Asia's markets, contact Stéphanie Parisien, Agriculture and Agri-Food Canada, tel.: (613) 759-7896, e-mail: **parisienst@agr.gc.ca**.

Canada on display at Mexico's EXPO COMM

Mexico City, February 14-17, 2006 > Canadian companies in the information and communications technologies (ICT) sector are invited to participate in **EXPO COMM MEXICO 2006**, Mexico's largest and longest-running telecommunications, wireless, networking and Internet technologies exhibition and conference. The 2005 show attracted more than 23,000 trade visitors and 285 exhibitors and representatives from 107 international companies.

The Canadian Embassy in Mexico and International Trade Canada are inviting Canadian exporters to exhibit as part of the Canadian pavilion at EXPO COMM. As was the case in 2005, the Canadian pavilion's aim will be to maximize the visibility and business opportunities for Canadian companies.

The pavilion's complementary services will allow companies to make the best use of their time and resources at this event. These services include:

- briefings on the Mexican ICT market;
- networking opportunities with Mexican companies;
- market information and intelligence;
- face-to-face business counselling from the Embassy's Trade Division;
- media kits; and
- matchmaking services (at a cost of $200).

Matchmaking services are also available for Canadian companies not exhibiting in the Canadian pavilion, at a cost of $450. Requests must be made by December 10, 2005.

For more information, contact: Guillermo Larios, Canadian Embassy in Mexico, tel.: (011-52-55) 5724-7937, e-mail: guillermo.larios@international.gc.ca; or Andrea Scholtes, International Trade Canada, tel.: (613) 944-2780, e-mail: andrea.scholtes@international.gc.ca. Web site: www.expocomm.com/mexico.

Canadian pavilion set for Dubai Horse Fair

Dubai, U.A.E., March 26-29, 2006 > There will once again be a Canadian pavilion at the **Dubai International Horse Fair**, which hits the Dubai World Trade Centre in March 2006. The fair is a leading exhibition in the Middle East for the equine industry that will showcase equestrian equipment, services and care products.

In 2005, the event hosted 133 companies from 16 countries and attracted more than 6,000 trade visitors. Equipment and services for horse owners, stables, clubs and leisure facilities, riding apparel and accessories, trailers and transporters, stables, breeders, veterinary products, equestrian associations, and feed and nutritional products will all be on display at the show. It presents an unprecedented opportunity for companies, businesses and organizations in this sector to meet a wide range of regional and international visitors.

The Canadian pavilion will have nine-square-metre booths available for $3,317, which includes exhibit space, on-site assistance by Canadian government officials and booth structure and furnishings. Reservations will be allocated on a first-come, first-served basis.

For more information, contact Venky Rao, Canadian Sales Agent, tel.: (905) 896-7815, e-mail: dwtc@rogers.com, or Tracy Mortenson, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971) 4-314-5507, e-mail: tracy.mortenson@international.gc.ca. Web site: www.dihf.ae.

Major environmental trade show coming to Thailand

Bangkok, Thailand, July 6-9, 2006 > **Entech Pollutec Asia 2006** is one of Thailand's biggest environmental trade shows. It is supported by the country's Ministry of Natural Resources and Environment and the Environmental Engineering Association of Thailand. Entech will include exhibitors from a range of subsectors, including air, water, waste water, solid waste technologies and renewable energy technologies.

Renewable Energy Asia 2006, an inaugural show for renewable energy technologies, will be held at the same time and venue.

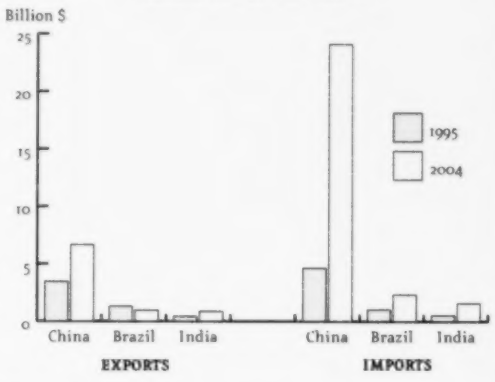
For more information, contact Surin Thanalertkul, Trade Commissioner, Canadian Embassy in Thailand, e-mail: bngkk-td@international.gc.ca. Web site: www.thai-exhibition.com/entech.

China leads Canada's trade with emerging markets

Canada's merchandise exports to China have raced ahead over the past 10 years, rising from $3.5 billion in 1995 to $6.7 billion by 2004. Exports to India have also nearly doubled, from $440 million to $854 million. Canada's merchandise imports from China have increased even more dramatically, rising five-fold from $4.6 to $24.1 billion during the same period. With an average annual growth rate of 18%, imports from China easily outstripped those from Brazil and India. Imports from the latter two countries also increased though: imports from Brazil more than doubled, and imports from India nearly tripled. China's relative importance to Canada's imports has increased as well: in 1995, China was Canada's sixth most important source of imports, and by 2004 it was second. With these numbers, China continues to stand out as one of Canada's most important trading partners.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet).

Canada's merchandise trade: China, India and Brazil



Source: Statistics Canada

TRADE EVENTS

Sydney, Australia
January 31-February 2, 2006
Attend the **Royal Australian Navy (RAN) Sea Power Conference 2006**, being held as part of the Pacific Maritime Congress and Expo. It will explore the various challenges facing navies and present a range of speakers and perspectives.
Contact: Greg Luz, Trade Commissioner, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, e-mail: greg.luz@international.gc.ca. Web site: www.seapower2006.com

Sydney, Australia
January 31-February 3, 2006
With a reputation as the region's major maritime, naval and defence-related event, the **Pacific 2006** International Maritime Exposition will bring together key industry, defence and government decision makers.
Contact: Greg Luz, Trade Commissioner, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, e-mail: greg.luz@international.gc.ca. Web site: www.pacific2006.com.au

Tokyo, Japan
February 21-23, 2006
Running concurrently with the Nano Bio Expo, **nano tech 2006** is the world's largest international nanotechnology exhibition and conference, and will offer unparalleled business opportunities in this sector.
Contact: Katsuko Kuroiwa, Trade Commissioner, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6200, e-mail: jpn.commerce@international.gc.ca. Web site: www.ics-inc.co.jp/nanotech/index_e.html

Tokyo, Japan
May 17-19, 2006
BIO EXPO JAPAN 2006 is Asia's largest bio event, with 500 exhibitors from 20 countries and over 17,000 trade visitors expected. The event will include an exhibition, a conference and both academic and venture forums.
Contact: Avrom Salsberg, Trade Commissioner, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6200, e-mail: jpn.commerce@international.gc.ca. Web site: web.reedexpo.co.jp/bio/english

Nürnberg, Germany
February 2-7, 2006
The **Spielwarenmesse International Toy Fair** is the world's leading trade event in this subsector, where imports are steadily increasing. A great venue for Canadian toy manufacturers looking to meet potential German and European buyers and distributors.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca. Web site: www.toyfair.de

Munich, Germany
July 16-18, 2006
Don't miss **ISPO Summer 2006**, a leading trade event in the sporting goods and sports apparel sectors, with more than 1,000 exhibitors from 46 countries. The show will focus on racket sports, soccer, nordic fitness and water sports.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca. Web site: www.ispo.de

Friedrichshafen, Germany
July 23-26, 2006
Outdoor is Europe's leading outdoor equipment and apparel trade fair. Great opportunities exist in this sector for Canadian exporters, who should consider Outdoor as an ideal venue to enter the European market.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca. Web site: www.european-outdoor.de/html/de

Las Vegas, Nevada
March 21-23, 2006
The 2006 **Medtrade Spring Exposition & Conference** will be a key event for the home healthcare industry, where thousands of home-medical and rehab providers, distributors and manufacturers' representatives will meet and purchase.
Contact: Chris Major, Trade Commissioner, Canadian Consulate General in Los Angeles, tel.: (213) 346-2761, e-mail: chris.major@international.gc.ca. Web site: www.medtradespring.com

Amman, Jordan
April 3-6, 2006
Rebuild Iraq 2006 is shaping up to be the largest and most comprehensive trade event for Iraq's reconstruction. The 2005 edition was a success, and attracted more than 1,100 exhibitors from 44 countries, targeting key Iraq economic sectors.
Contact: Eissa Al Ziyadat, Executive Director, Expo Jordan, tel.: (011-962-6) 582-9771, e-mail: eziyadat@expojordan.org. Web site: www.rebuild-iraq-expo.com

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